



Robert Wood Johnson Foundation

Tobacco Policy Change:
A Collaborative for Healthier
Communities and States



***Tobacco Policy Change:
A Collaborative for Healthier States
and Communities***

-the first 3 years-

To advance policies shown to prevent tobacco use, protect nonsmokers from tobacco exposure and help smokers quit.



- **Higher taxes on tobacco prevent kids from smoking**
- **Comprehensive clean indoor air laws protect all workers**
- **Counseling of patients by physicians, NRT, and telephone quit lines reduce smoking**



Background

- **Continue momentum on tobacco control policies**
- **Extend to communities hit hardest by tobacco use and exposure**
- **Launched in 2004: 63 grants in first 3 years**

- **Support innovative projects to change tobacco policy through partnerships with groups most affected by tobacco use**
- **Maintain and build on tobacco policy gains in communities, states and regions**
- **Strengthen and diversify the state and national tobacco policy change infrastructure**



To drive fundamental improvements in the quality and impact of the public health system, including advocating for policies that improve the health of all Americans

Special Solicitation



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- **Broader policy goals**
- **Eligibility**
- **Structure**

Broader Policy Goals



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- **Tobacco control policy**
- **Public health policy**

Public Health Policy Goals



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- **Promote accessibility to healthy foods and/or increase physical activity;**
- **Reduce the number of uninsured; or**
- **Address a pressing public health need that broadly and significantly impacts the target community.**

- **501(c)3 or a federally recognized tribe**

- **Regional focus in Indian Country or**

Alabama

Louisiana

Oklahoma

Arkansas

Michigan

South Carolina

Florida

Mississippi

Tennessee

Georgia

Missouri

Texas

Indiana

North Carolina

Virginia

Kentucky

Ohio

West Virginia

Proposal Phases



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- **Phase I - Planning Grant**

January 1, 2008 - June 30, 2008

- **Phase II - Implementation Grant**

July 1, 2008 – December 31, 2009



Phase I Proposal Review Criteria

1. Political, Socio-Economic and Cultural Context
2. Strength of Policy Plans
3. Partnerships
4. Experience in Policy Advocacy/Community Organizing
5. Organizational Capacity
6. Sustainability
7. Budget

Proposal Review Criteria



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1. Political, Socio-Economic and Cultural Context

Proposal Review Criteria



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2. Strength of Policy Plans

Proposal Review Criteria



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3. Partnerships

4. Experience in Policy Advocacy/Community Organizing



5. Organizational Capacity

Proposal Review Criteria



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6. Sustainability

Proposal Review Criteria



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7. Budget

Line-item budget and budget narrative for six month planning grant period

- Detail how RWJF and non-RWJF matching funds will be used
- See [RWJF Budget & Financial Guidelines](#) for general format and requirements

Budget Specifications



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RWJF grant funds cannot be used for:

- Capital costs
- Renovation
- Construction



Budget Specifications

RWJF funds may only be used for:

- Staff salaries
- Project-related travel
- Supplies
- Communications and public education
- Limited amount of equipment (i.e., project related computers, fax machine, printers, etc.)
- Other expenses directly related to project implementation

Requirements for Finalists



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- **Conflict of Interest statement**
- **Lobbying Prohibition statement**

Prohibitions Concerning Tobacco Industry Funding



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- **Cannot accept funding or other support from the tobacco industry**
- **Previous industry support does not disqualify an organization from this program**
- **Cannot have board members or others in decision-making positions who are associated with tobacco companies**

**RWJF FUNDS CANNOT BE
USED FOR LOBBYING**



Matching Funds Requirement

- **Planning grants do not require cash match**
- **Implementation grants are from \$150,000 to \$300,000**
- **Minimum award of \$150,000 requires a cash match of \$75,000**
- **Awards exceeding the minimum require a dollar-for-dollar cash match (a \$300,000 grant needs \$225,000 match)**

Phase II Implementation Grant Selection Criteria



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1. Comprehensive strategic plan
2. Partnerships
3. Participation
4. Sustainability plan
5. Documentation of required match dollars
6. Detailed budget
7. First progress report

Proposal Submission



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- **Apply online:**

<http://grantmaking.rwjf.org/pad4>

- **Deadline:**

September 14, 2007 3:00 PM EDT

Important Dates



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- **Application due**

- September 14, 2007

- **Finalists notified**

- November 5, 2007

- **Planning Grants begin**

- January 1, 2008

- **Match funds documentation due**

- April 15, 2008



Question & Answers

Visit Frequently Asked Questions at:
www.tobaccopolicychange.org

Send your questions to:
tobaccopolicychange@rwjf.org

Thank you!



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